

Patent

WHAT IS CLAIMED IS:

1. A method, comprising:

locally determining at a user device advertising information based on (i)
contextual information associated with remote information being accessed by a user, and
5 (ii) supplemental information associated with the user; and
arranging for the advertising information to be provided to the user.

2. The method of claim 1, wherein the supplemental information is associated
with at least one of: (i) geographic information, (ii) user device information, and (iii)
10 other advertising information that has been provided to the user.

3. The method of claim 1, wherein the advertising information is provided to the
user device via a communication network and is provided to the user when the user
device is not communicating via the communication network.

15 4. The method of claim 1, wherein said arranging comprises displaying a
graphical advertisement to the user.

5. The method of claim 1, wherein the contextual information comprises at least
20 one of: (i) a key word, (ii) a search term, and (iii) uniform resource locator information.

6. An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions

25 adapted to be executed by the processor to:

locally determine advertising information based on (i) contextual
information associated with remote information being accessed by a user, and (ii)
supplemental information associated with the user; and

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arrange for the advertising information to be provided to the user.

7. The apparatus of claim 6, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, and (iii)
5 other advertising information that has been provided to the user.

8. The apparatus of claim 6, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

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9. The apparatus of claim 6, wherein said arranging comprises displaying a graphical advertisement to the user.

10. The apparatus of claim 6, wherein the contextual information comprises at
15 least one of: (i) a key word, (ii) a search term, and (iii) uniform resource locator information.

11. A medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

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locally determining advertising information based on (i) contextual information associated with remote information being accessed by a user, and (ii) supplemental information associated with the user; and

arranging for the advertising information to be provided to the user.

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12. The medium of claim 11, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, and (iii) other advertising information that has been provided to the user.

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13. The medium of claim 11, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

5 14. The medium of claim 11, wherein said arranging comprises displaying a graphical advertisement to the user.

10 15. The medium of claim 11, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, and (iii) uniform resource locator information.